

This young Orlando manufacturing exec wants to build something epic



[Bruce Wang](#) already has become known as an industry disruptor in his first year as CEO and chairman.

Wang is the next-generation leader of Winter Park-based maker of woodworking tools MicroJig Inc. — a company [founded by his father, Henry Wang](#). The younger Wang, who has worked for the firm since 2004, empowered his team to think outside of the box in designing "smart" products that fit seamlessly into how craftspeople already work so they can do more with less.

This year, the firm launched seven new products that have become top sellers in the direct-to-consumer market, helping drive the company's \$25 million in revenue since its founding in 2001.

Additionally:

- The company's projects are distributed online through retail giants Home Depot and [Walmart](#).
- Five of its seven product lines have No. 1 products in their categories on Amazon USA and Canada.
- Two MicroJig products were named best sellers at Woodcraft Supply, one of the nation's largest woodworking retail outlets.
- MicroJig was named the No. 1 brand in safety at top industry retailer Rockler.



Bruce Wang

JIM CARCHIDI

Along with that, [Bruce Wang](#) was named among the Wood Industry 40 Under 40. He said his greatest career accomplishment in the last year involved shifting the company toward direct-to-consumer direct response marketing of products.

Beyond the workplace, Wang last year co-founded [global nonprofit Bee Humble](#) with his wife, [Ryah Wang](#). The organization aims to bring hope and dignity to the world's most vulnerable residents via shelters and clinics in conflict-area refugee camps.

Wang was chosen as a winner in *Orlando Business Journal's* [2019 40 Under 40 Awards](#).

